Number 1

Lala Lajpatrai Institute Of Management

Journal of Research





Lala Lajpatrai Institute Of Management

Lala Lajpatrai Marg, Mahalaxmi, Mumbai - 400 034. • Tel No.: 2351 3874 Fax No.: 2352 0877 E-mail: info@llim.edu • Website : www.llim.edu

CONTENTS

1.	Managing Bio-Economy of India: Some Reflections C.L. Dadhich	1 - 7
	the second of th	
2.	Customer Relationship Management (CRM) in a Bank: A Study with Reference to Urban Cooperative Bank (UCB) Dr. B. Satyamurty	8 - 19
		No Lin
3.	Integrating CSR and Stakeholders towards Sustainable Corporate Citizenship: A case of IOCL	20 - 37
	Prof. Meghana Patil and Prof.Charu Upadhyaya	
4.	Integrated Marketing Communication: A Case Review of RaOne Movie Dr. Shilpa C. Shinde	38 - 46
5.	Professional skills for Management Students: Concerns and Challenges Dr. Priyadarshini Nidhan	47 - 51
6.	Comparative Analysis of Online Grocery Sites like Bigbasket, Grofers and D'Mart Ready Prof. Gagan Bhatia, Simran Arora and Sarwan Singh	52 - 58
7.	How Incredible India Compaign Changes The Indian Tourism Industry Prof. Deepa Rohit and Prof. Sonal Dabke	59 - 71
8.	Trends in Agricultural Credit in India – A Study Prof. Deepak Patil	72 - 85
9.	A Note on Career Building Dr. B. Saha	86 - 90